

Hill Laboratories

Multigenerational Family Business Celebrates 75 Years with Launch of Online Ordering System and Digital Transformation

ECOMMERCE, WEBSITE DESIGN



AT A GLANCE

Family-owned since 1945, Hill Laboratories celebrates their 75th anniversary with the launch of an industry-leading product configurator and new website. These advances will improve customer service, add online ordering options, increase conversion and revenue, and positively impact Hill's brand overall.

75%

FASTER ROI THAN
EXPECTED

38%

LIFT IN WEB REVENUE

5x

NEW WEB ORDERS

48%

INCREASE IN
PAGEVIEWS FROM
ORGANIC TRAFFIC
CHANNEL

“

ETR remained flexible throughout our engagement and really pushed us (in a good way) to make the best product possible.”

Ben Hill
Third Generation CEO, Hill Labs



Hill Labs manufactures state-of-art customizable chiropractic and medical tables. At their core, like so many other family businesses, Hill has a strong sense of values and commitment to great products and customer service. Their focus on innovation has made them a global player in the medical table market.

Where We Started

While the quality and features of their products has continued to grow, the brand's online digital experience has not kept pace. Traditionally, Hill has depended on their third-party dealer network to drive online product exploration and sales. Hill's main corporate site was dated, text heavy, and did not match the greatness of the brand.



Unpacking the problem

Early in our discovery process, it was clear that the Hill Labs website needed to be more than just an online catalog. Our interview process uncovered that Hill's team was using the site as a resource much more than expected but the process was very inefficient. It was a tool used daily by external sales, internal teams, and customers to reference detailed product information, configure settings and prices, and submit inquiries for sales and financial information.

Through a comprehensive SEO-focused content audit we discovered some huge opportunities to improve page rankings by formalizing headings, content, and metadata site wide. Data showed that 8% of the pages on hilllabs.com accounted for 50% of the traffic. This indicates huge gaps and opportunities to improve the majority of the site.

A complete redesign and UX/UI overhaul was needed to better reflect their quality products and the warm, customer-centric focus of the company. Furthermore, the website needed a market-leading product configuration tool that would allow users to explore the tables and all their features in360-degrees. To guide our redesign process we came up with 6 design requirements to ensure the design upheld the high-level considerations needed for success. The requirements included rules such as the use of human language over internal database language and the balance of serving new visitors as well as repeat, heavy users like internal staff and sales.

Design Requirements

TOP 10 PAGES GETTING THE MOST ORGANIC TRAFFIC (OCTOBER 2019)

Rank	Page	Pageviews	Unique	Avg. Time	Entrances
1.	/				
2.	/ch				
3.	/ch				
4.	/ch				
	/ch				
	/ch				
	/ch				
	/ch				
	/ch				
	/ch				

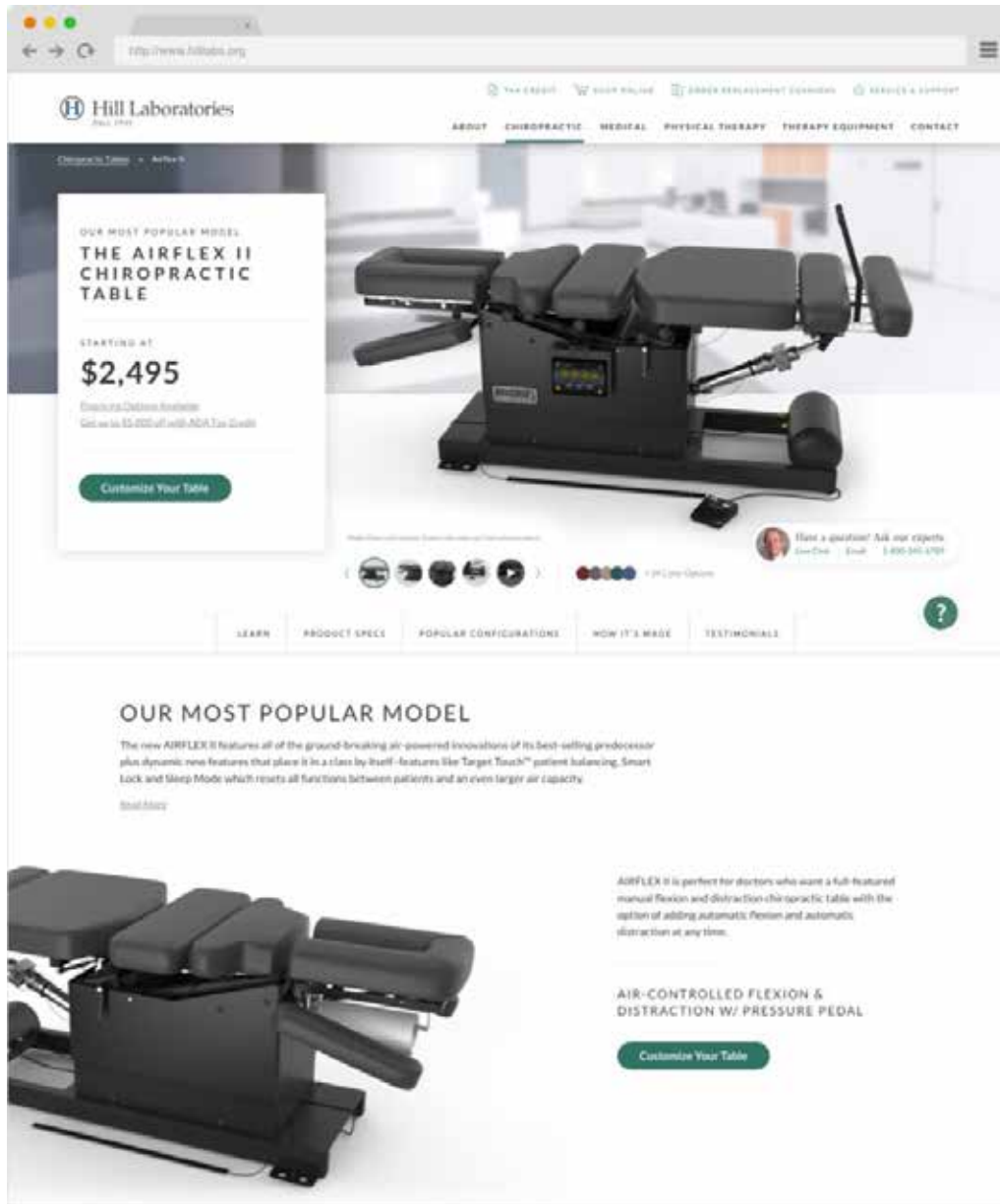
Internal users depend on the website for reference to product information many times a day.

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graph TD; A[PROJECT MANIFESTO] --- B[CENTRAL DESIGN CHALLENGE]; B --- C[PURPOSE-DRIVEN DESIGN]; B --- D[DESIGN REQUIREMENTS]; B --- E[ART DIRECTION];
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Direct-to-consumer

A key growth factor for Hill Labs is to sell direct-to-consumer, allowing customers to purchase products right from the website, while still respecting and supporting their dealer network. This created the need for a new e-commerce solution and configuration tool that allowed for the 360° view of all tables, the ability to customize colors, add and remove features, save your quote, and check-out online through a standard payment and shipping process.



Preserving Heritage

Although the digital experience was being fast-forwarded into the future, it was important to preserve the values and legacy that made Hill Labs the success they are today. We didn't want to lose the faces and warmth of the brand and their commitment to quality to a design that was too modern and cold. We created an art direction that maintained the human element through the use of warmer typography, dedicated sections to show the internal team and values, an animated historical timeline, and clear calls to action to speak to experts directly or to call Hill Labs for help. These small but important touches go a long way in maintaining the personal connection and white-glove service of Hill Labs.

A New Era

The redesign for Hilllabs.com was a complete transformation for Hill Laboratories. Not only was it a comprehensive visual overhaul it changed and improved many business strategies and introduced a proper direct-to-consumer revenue stream. An industry-leading product configurator helped remove bottlenecks created by outdated processes and systems. Automatic reporting of sales activity allows the owner and teams to keep a pulse on sales and maintain customer service. This digital transformation positions Hill Labs for continual growth and a competitive advantage over companies large and small for generations to come.

Think ETR might be a fit for you?

Does your organization have a rebranding initiative in the pipeline or already in progress? Have you considered working with a digital agency partner to ensure your website's UX and content evolves to accurately reflect and reinforce the new branding while effectively meeting your users' needs? We'd love to hear more about your project, and we'd be happy to share more about our process for helping organizations successfully navigate digital initiatives just like this. [Contact us today](#) and let's get the conversation started!